

# IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT IN OPERATIONS EFFORTS TO INCREASE SALES

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## Abstract

**Background :** The development of information technology today facilitates human work as a medium to run a business or business. Syafri's shop is a shop that serves various kinds of basic needs needed by the people in Kisaran City. The company in the food sector is still implementing manual sales. **Method :** With today's tight business competition, it is necessary to create an online sales system at Syafri's Store by applying the Customer Relationship Management (CRM) method which intends to know customer needs and customer desires to find out good relationships with customers. **Result :** The purpose of this study is to find out what consumers are asking to stay loyal to buy products and to increase sales at Syafri Stores by implementing a Customer Relationship Management system. **Conclusion :** Meanwhile, in making this system a responsive web-based system with PHP and MYSQL programming languages as databases.

**Keywords:** Customer Relationship Management, Sales, Groceries

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## INTRODUCTION

The development of computer technology is currently very influential in all fields, both in the fields of education, government, national defense, business, and others. The development of this technology is based on the community's need to get information quickly wherever they are[1]. In the business field, the role of computer technology is very large because the use of computer technology makes it easier for business people to develop and advance their business. That way, business people get more benefits from the results of transactions in the form of goods and services transactions[2]. There are several problems that are often faced, including the recording of transactions is still manual, which is recorded in the ledger so that sometimes errors occur in reporting sales per month or per year due to human error[3]. Then sales are still done face to face. In addition, sales at Syafri Stores have not implemented a method such as selling through a website with a business strategy that can maintain relationships with these customers, namely Customer Relationship Management (CRM). CRM is very important for the development of a business[4][5]. It can increase profit in sales. CRM is also important to generate customer loyalty who have a great opportunity to make repeat orders. The more loyal customers, the more profit will be generated[6][7][8]. CRM facilitates the flow of interaction between buyers and sellers by providing a call center, in addition to a call center, this CRM application also provides chat rooms, points, cashback, promos, members, chats, vouchers, ratings and comments. Then there is a self-service web so that

customers can serve themselves such as seeing product prices, product descriptions, buyer satisfaction levels with these goods and buying products without the need to come directly to the place. In addition to facilitating interaction between buyers and sellers, this CRM also helps sellers prepare sales reports because of the data reporting, then can help sellers monitor stock of goods. One type of CRM is Operational CRM. Operational CRM focuses on business process automation and seeks to improve customer service[10][11][12].

## RESEARCH METHODS

The method used in this research is a qualitative method. Qualitative method is a research that requires data in the form of information in the form of words and language. In qualitative research, it is done by observing directly the reality in the field, conducting interviews with sources related to the object of research, and reviewing documents. At this stage, data collection was carried out through direct interviews with the owners and employees of Syafri Stores. This interview was conducted in order to collect all the data needed in the research. These data are in the form of sales transaction data, product and customer data. After collecting data, the data is processed in a system by implementing Customer Relationship Management (CRM) so that the system can help the online sales process and maintain relationships with customers on an ongoing basis.

This study aims to design and implement a Customer Relationship Management (CRM) system in the product sales process





in order to find out sales reports quickly and clearly.

## RESULTS AND DISCUSSION

From the analysis of the system that is running at the Syafri Store, currently sales are still done face to face and the recording of transactions is still manual, which is recorded in the ledger so that sometimes errors occur in reporting monthly and yearly sales due to human error. In addition, sales at Syafri Stores have not implemented a method to develop their stores, such as selling through a website with a business strategy that can maintain relationships with customers, namely Customer Relationship Management (CRM). CRM is very important for the development of a business. It can increase profit in sales. CRM is also important to generate customer loyalty who have a great opportunity to make repeat orders. The more loyal customers, the more profit will be generated.

The following is the current system flow from the product sales process at Syafri Stores:

1. Consumers come to Syafri's shop.
2. Consumers order goods to be purchased and then go to the cashier to process payments.
3. The cashier calculates the total payment and makes a receipt for the customer.
4. Consumers make payments and receive goods along with a receipt.
5. The cashier makes a sales report.
6. Sales reports are given to the owner of the Syafri Shop.

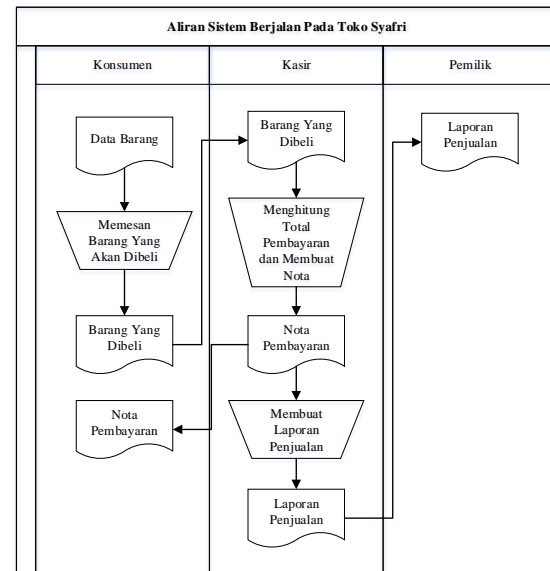


Figure 1. Old Information System Flow

As for the problems faced based on efficiency in the product sales process at the Syafri Store, buyers or consumers have complained that products cannot be ordered via online. Because when consumers want to buy, the distance from where they live to Syafri's shop is quite far, consumers have to come directly to Syafri's shop so that it takes time and costs. The data input requirements for the system to be designed are product data input, customer data, order data, and sales data.

Process analysis on the Customer Relationship Management system that will be designed is a software that is used to assist the sales process by prioritizing an approach with customers through several features on the website using a computer. The system designed can display product marketing and sales information through the Syafri Store website. The system displays a variety of products, prices, discounts and required stock on product



details and vouchers at the time of purchase. Customers can inquire about products via chat. The system can make direct orders made by members or customers. Customers who are registered as members can get discounts by using several vouchers. After placing an order and confirming payment, customers can see the status of the product order from packaging, delivery to completion.

For Customer Relationship Management at Syafri Stores, it can be explained with the following new system flow:

1. Consumers visit the Syafri Store website.
2. Consumers register accounts for product orders at Syafri Stores.
3. The consumer then logs in and starts selecting the product he wants to order to be added to the shopping cart.
4. When all the selected products are added to the shopping cart, consumers will checkout to immediately process the payment.
5. After making the payment, the admin verifies the payment.
6. If the consumer has paid, the ordered product will be delivered according to the consumer's address through the selected delivery service.
7. Admin prints the sales report and submits it to the owner.

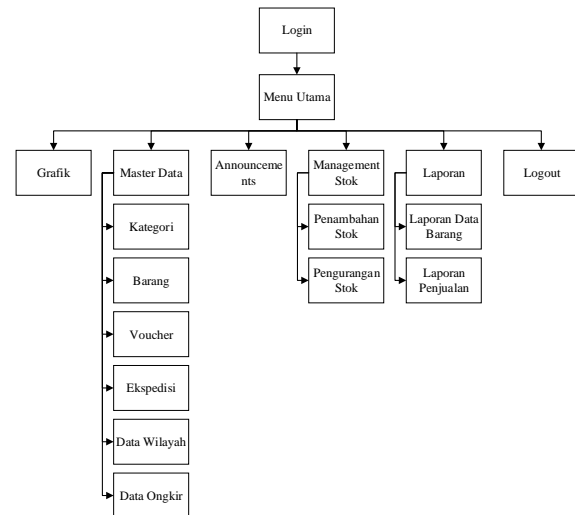


Figure 2. Interface Design

In the implementation of this system will display the implementation of the interface design. The implementation of this interface design consists of the implementation of the user interface design. Before this system is run on an internet server, this system will be run on a local computer server first. The following is the result of the display of the Customer Relationship Management Implementation program at the Syafri Store.



Figure 3. Main Page View

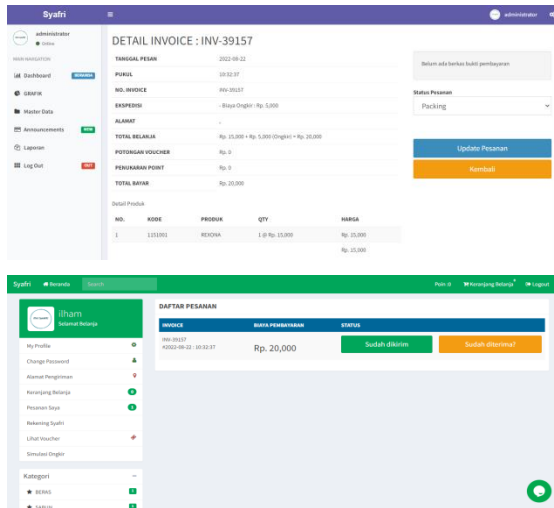


Figure 4. CRM Page Review

In this view, the admin can confirm member orders by updating the order data in the order details.

## CONCLUSION

From the descriptions and explanations of the previous chapters, the conclusions that can be drawn are as follows:

1. With the Customer Relationship Management system, Syafri Stores can make sales online so as to increase sales.
2. The Customer Relationship Management system designed can help Syafri Shop Owners in the sales process by displaying product reports and monthly or yearly sales data.
3. The Customer Relationship Management system has been successfully built as a system that can help Syafri Stores maintain good relations with customers through good online services.

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